

WEEK OF  
May 11, 1959

# fashion calendar

january

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january - 1960

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march - 1960

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

# 1959

19th YEAR • A WEEKLY PUBLICATION



# FASHION CALENDER

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, MAY 10, 1959</u>			
May 10	MOTHER'S DAY (Sunday)	Theme: "Her Day Of Surprises."	
Sunday	COUTURE FASHIONS &	MARTIER-RAYMOND;	HOTEL WARWICK
May 10	HATS DURING BRUNCH	JOHN FREDERICS	RALEIGH ROOM
1:00 P.M.	"Pink Champagne and Roses"--showing of couture fashions by Martier-		
Brunch	Raymond; millinery by John Frederics. Reservations--\$3.25; Contact: Fernando, CI. 7-2700. Fashion Show Director: Peggy Cantor, MU. 9-8542.		
Monday	PREVIEW: WEDDING GOWNS	BRIDAL COUTURE LTD.;	498 SEVENTH AVENUE
May 11	AND BRIDAL DRESSES	CAMPUS; ARDEN	SHOWROOM - 3RD FLOOR
4:00 P.M.	Bridal Couture, Campus Bridals and Arden Formals will present their Fall-		
Champagne	Winter collection of wedding gowns and bridesmaid dresses to the press. By invitation. Thereafter continuous daily. Contact: Rosel Otels, LO. 4-8245. Publicity: Frances Lane, EL. 5-2800.		
Beginning	OPENING OF FALL	HARRY KEISER, INC.	525 SEVENTH AVENUE
Monday	BRIDESMAID COLLECTION		SHOWROOM - 12TH FLOOR
May 11	Fall bridesmaid collection of import adaptations and original designs by Dee Dee Jarrette. Contact: Jerry Uchin, WI. 7-6220.		
Beginning	SHOWING OF FALL	ALBERT ALFUS	1407 BROADWAY (RM-1206)
Monday	LEATHER FASHIONS		SEVENTH AVENUE SIDE
May 11	Showing of Fall back-to-school collection of kidskin coats; also suits and three-quarter coats, including combinations of leather with new imported fabric. Trade contact: Mike Salzman, OX. 5-1840. Publicity: Edward M. Meyers Associates, 43 West 54th Street, JU. 2-2224.		
Beginning	OPENING: FALL BRIDAL &	"BRIDE TO BE" FASHIONS	1385 BROADWAY
Monday	BRIDESMAID COLLECTION		SHOWROOM - 16TH FLOOR
May 11	For appointment, contact: Stanley Goldstein, BR. 9-9115.		
Monday	SHOWING OF FALL-WINTER	IA PIUMA INC.	40 WEST 20TH STREET
May 11-	SHOE COLLECTION		SHOWROOM - 9TH FLOOR
May 15	"Soft Carefree Footwear". Contact: Dee Hopkins, OR. 5-8333.		
Tuesday	PRESS PREVIEW OF	NANNETTE CASHMERES	THE 500 CLUB
May 12	FALL COLLECTION	(1410 BROADWAY)	500 SEVENTH AVENUE
12:30 P.M.	Cashmere coordinates, decorated cardigans and ensembles for daytime and evening wear. Commentator: Bert Bacharach. By invitation. Thereafter continuous in showroom. Publicity: Mathews-Latham, MU. 7-5447.		
Luncheon			
Beginning	SHOWING OF FALL	DAVID MORRIS CO.	525 SEVENTH AVENUE
Tuesday	BRIDESMAIDS FASHIONS		SHOWROOM - 5TH FLOOR
May 12	David Morris will present their Fall bridesmaids collection in the latest interpretations and fabrics, at continuous daily showings. Contact: William Rosenberg, WI. 7-0511.		



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Wednesday May 13 8:45 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Rosecrest will present their "It's Rosecrest For You In Fall '59" collection, for press and buyers. <u>Showing at 9:45 A.M. promptly.</u> By invitation. Contact: Miss Gail, WI. 7-0585.	ROSECREST, INC. (1407 BROADWAY)	HOTEL PLAZA BALLROOM
Wednesday May 13 12:30 P.M. Reception- Luncheon	SALUTE TO NEW TV SERIES "America Pauses for The Merry Month Of May"--Guests of honor: Art Carney, Marion Anderson, Burgess Meredith--stars of the "Merry Month Of May" telecast. By invitation. Publicity: Mary Brown, public re- lations counsel for The Coca Cola Co., at Hill and Knowlton, OX. 7-5600.	THE COCA COLA COMPANY	THE LOTUS CLUB 5 EAST 66TH STREET
Thursday May 14 9:00 A.M.	PRESS PREVIEW OF FALL SPORTSWEAR Sportswear designed by John Weitz for Printzess Square, saluting four American villages. By invitation. Contact: Chris Castro, IO. 3-4920	JOHN WEITZ DESIGNS, INC.	1407 BROADWAY STUDIO - 8TH FLOOR
Thursday May 14 9:00 A.M. Breakfast	PREVIEW: INFANTS' & CHILDREN'S KNIWEAR Fall-winter infants', children's and toddlers' knit underwear, sleep- wear; showing 9:30, for press only. Resident buyers, 2:30 (refresh- ments), showing 3:00, including sizes 3 - 6X; <u>Friday, May 15 at 9:00</u> (breakfast), <u>showing at 9:30.</u> By invitation. Contact: Carlene Up- church, MU. 5-4780. Publ.: Lois Gifford at BED&O, EL. 5-5800.	WM. CARTER CO.	100 PARK AVENUE SHOWROOM - 23RD FLOOR
Thursday May 14 12:00 Noon Luncheon	PREVIEW: BACK-TO-SCHOOL AND FALL FASHIONS "Subtleties For Fall"--Nelly De Grab's back-to-school and Fall collec- tion, for press and buyers. By invitation. Continuous thereafter in showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU 6-4490.	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Friday May 15 12:00 Noon Luncheon	SHOWING OF FASHIONS FOR CHILDREN AND TEENS Commentator: Nancy Maxwell, ABC Fabrics. Speaker: Mrs. Guy Percy True- lock, administrator, Code of Ethics of Comics Magazine Ass'n of America, Inc. Co-Chmn: Jane Stark and Rae Crespino. Prices: \$8.00 (members); \$10.00 (guests). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Monday May 18 12:00 Noon Luncheon	PREVIEW OF FALL SPORTSWEAR COLLECTION Back-To-School and fall fashions designed by Melba Hobson. By invita- tion. Continuous daily thereafter. Contact: Miriam Hart, WI. 7-8178.	MR. GEE, INC.	1407 BROADWAY SHOWROOM - 25TH FLOOR
Monday May 18 4:00 P.M.	SEVENTH ANNUAL COTTON FASHION AWARD Award will be presented by Mayor Robert F. Wagner to Pauline Trigere. Cotton fashions for Summer, 1959, featuring Pauline Trigere's creations and past winners. By invitation. Publicity: Eleanor Lambert, MU. 8-2130	LEADERS IN COTTON TEXTILES	GRACIE MANSION EAST END AVENUE
Tuesday May 19 8:45 A.M.- 10:30 A.M. Breakfast	"YOUNG TRENDS FOR FALL 1959" Fall fashions for toddlers, girls, pre-teens and boys with presentation from 9:15 to 10:30 A.M. Commentator: Mrs. Beryl Tucker, fashion editor. For retailers and resident buyers, by invitation. Publ.: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL PIERRE GRAND BALLROOM



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Tuesday May 19 9:00 A.M. Breakfast	SUB-TEEN FASHION AND MERCHANDISING CLINIC Theme: "Photo-Fashions"--a complete promotional plan and market round-up. Guest Speakers: Eugene Gilbert, president of Gilbert Youth Research and Eugene Gilbert Co.; Marjorie Schlesinger Deane, Executive Associate of Tobe & Associates. Admission by ticket only. Publicity: Pat di Sernia, Fashion & Merchandising Director, American Girl Magazine, PL. 1-6900.	AMERICAN GIRL MAGAZINE	HOTEL NEW YORKER TERRACE ROOM
Tuesday May 19 9:00 A.M. Breakfast	PRESS PREVIEW OF FALL RAINWEAR John Weitz will present "Stormplay", Fall rainwear and outerwear for March & Mendl. By invitation. Contact: Betty Ann Pezet, LA. 4-7942.	MARCH & MENDL (JOHN WEITZ)	512 SEVENTH AVENUE SHOWROOM - 21st FLOOR
Tuesday May 19 9:00 A.M. Breakfast	FALL VOLUME DRESS BUYING PROGRAM DuPont will present a program outlining advertising highlights and resources for Fall volume dress buying information. By invitation. Contact: Myra Kelly, LO. 3-6400, Ext. 344. Fashion Direction: Gerry Mehl, WI. 7-7474.	DU PONT COMPANY (350 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Tuesday May 19 11:00 A.M.	PREVIEW OF FALL SPORTSWEAR COLLECTION Preview for press and resident buyers of Fall sportswear and coordinates. By invitation. Continuous thereafter. Contact: Joan Rosenthal, LA. 4-4671.	LOOMTOGS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR
Tuesday May 19 11:15 A.M. Followed By Lunch	MEN'S AND BOYS' KNITWEAR FASHIONS "The Woolknit Derby"--sponsored by Woolknit Associates with American Sheep Producers' Council. Presentation of Annual Woolknit Design Awards. By invitation. Publicity: Eleanor Kairalla, 745 Fifth Avenue, MU. 8-1172.	WOOLKNIT ASSOCIATES	SAVOY HILTON HOTEL FOUNTAIN ROOM
Tuesday May 19 12:00 Noon Luncheon	"CHAMPAGNE FASHIONS" AT BENEFIT LUNCHEON Paris originals from American Rayon Institute; and group from Pleaters, Stitchers & Embroiderers Ass'n. Tickets: \$8.50. Publ.: Ernest Carteris or Cleo Leston at Nancy Taylor Agency, 527 Madison, EL. 5-2665.	FOR BENEFIT OF B'NAI B'RITH	HOTEL PLAZA GRAND BALLROOM
Tuesday May 19 3:00 P.M.	PREVIEW OF FALL SHIRTS AND SEPARATES Haymaker will preview their Fall shirts, skirts, separates and knit dresses. By invitation. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 19 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR "An Enchanted Fall Forest"--Leonard J. Fisher will present his Fall collection of coordinated sportswear at informal showing. By invitation. Contact: Marcia Weiss, BR. 9-3582.	LEONARD J. FISHER FOR ELAN ASSOCIATES	500 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Tuesday May 19	OPENING: FALL & WINTER COCKTAIL FASHIONS Opening of Fall and Winter formal and cocktail fashions, at continuous daily showings. Contact: William Rosenberg, WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Cancelled May 20	DEERING MILLIKEN'S PREVIEW OF NEW FABRICS, SCHEDULED FOR MAY 20 AT 8:30 A.M. HAS BEEN CANCELLED. Contact: Julie Buddy, OX. 5-1200.		



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Wednesday May 20 9:00 A.M. Breakfast	PREVIEW: FALL-WINTER LEATHER FASHIONS Fashions in leather by Samuel Robert for press and buyers. By invitation. Continuous thereafter at showroom. Contact: Herb Maltby, LA. 4-4562. Publicity: Vera Haggerty, PL. 3-1626.	SAMUEL ROBERT, INC. (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Wednesday May 20 10:30 A.M.	SHOWING OF FALL SPORTSWEAR COLLECTION Informal showings beginning May 25. Contact: Tille Smith, LO. 4-7832.	COUNTRY CLOTHES BY HANDMACHER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 20 3:00 P.M.	PREVIEW OF FALL FUR COLLECTION By invitation. Publicity: Rasponi Associates, 667 Madison Ave., TE. 8-8171.	FEMINA FURS LTD. (333 SEVENTH AVENUE)	ST. REGIS HOTEL ROOF
Wednesday May 20 3:30 P.M. Champagne	PREVIEW: DRESSES BY WALTER GERSON Preview of Fall dress collection designed by Walter Gerson. By invitation. Continuous daily thereafter. Contact: Florence Kirzner, CH. 4-2270.	MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday May 20 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Preview of Gaston Mallet designed Fall collection of cocktail, dinner and evening fashions. By invitation. Trade showings May 27, 28, June 2, 3, 4 at 4:00 P.M. Contact: Bernice Lewis, PE. 6-6250.	ARTHUR L. LEWIS, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday May 20 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION "The Haberdashery Look In Sportswear"--second junior collection, sizes 5 to 15, designed by Arthur Williams. By invitation. Continuous thereafter in showroom, 1407 Broadway, Rm. 3606. Contact: Miss Ero, LA. 4-2865.	ERO DIV., MISS STEPHANIE	PRINCETON CLUB 39 EAST 39TH STREET
Thursday May 21 8:30 A.M. Breakfast	PREVIEW: FALL BLOUSES, SPORTSWEAR AND SWEATERS Fall sportswear, blouses and sweaters in Du Pont fibers. For buying offices, by invitation. Contact: Louise Petry, LO. 3-6400, Ext. 468.	DU PONT COMPANY	STATLER-HILTON HOTEL GOLD BALLROOM
Thursday May 21 10:00 A.M. Breakfast	PREVIEW: CHILDREN'S FALL COLLECTION "Thank Heaven For Little Girls And Boys"--showing of Fall children's collection in Galey & Lord's cottons. By invitation. Publicity: Rosemary Sheehan, 27 East 37th Street, MU. 5-1280.	GALEY & LORD (1407 BROADWAY)	HAMPSHIRE HOUSE COTTAGE ROOM
Thursday May 21 12:00 Noon Luncheon	PREVIEW OF FALL DRESS COLLECTION Preview of Fall dresses. By invitation for press and resident buyers. Trade, May 25, 26, 27, 28, June 1, 2, 3, 4, 5, 9, 10, 11, 16, 17, with luncheon showings at 12:00 Noon. By appointment. Contact: Paul Reiss, CH. 4-6030.	MISS AMERICA CORP.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday May 21 12:30 P.M. Luncheon	PREVIEW OF FALL SEPARATES Luncheon, followed by showing of back-to-school and Fall fashions designed by Frank Smith. By invitation. Contact: BR. 9-7160.	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 21 2:30 P.M.	PREVIEW: FALL SUIT COLLECTION Preview of Fall suits designed by Stefan. By invitation. <u>Trade beginning May 26 at 2:30 P.M.</u>	BRIARBROOK	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday May 21 3:00 P.M.	PREVIEW OF FALL DRESS COLLECTION By invitation. (Note Change of Time). Trade showings beginning Tues., May 26 at 2:00 P.M. daily. Publicity: Vera Bacal, PL. 3-8421.	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday May 21 3:30 P.M.	PREVIEW OF FALL SPORTSWEAR COLLECTION Preview of the Mr. Mort Fall sportswear, designed by Reiko and Julie Isles. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday May 21 4:45 P.M. Cocktails	PREVIEW: FALL-WINTER COUTURE COLLECTION Veola Douglas' Fall-Winter couture collection designed by Carmona. For press and resident buyers, by invitation. <u>From May 27, daily shows, 10:30 A.M. - 6:30 P.M., by appointment.</u> Contact: EL. 5-3295.	VEOLA DOUGLAS INC.	61 EAST 57th STREET SALON - 4TH FLOOR
Friday May 22 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION Lee Claire will present their Fall collection to press and buyers. By invitation. Beginning Mon., May 25, luncheon showings at 12:00 Noon. By appointment. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

MONDAY, MAY 25

Paul Parnes Corp. ....	2:15 P.M. ....	498 7th (10 Fl)	CH. 4-4600
Myron Herbert, Inc. ....	4:00 P.M. ....	530 7th (20 Fl)	LO. 4-6830

TUESDAY, MAY 26

David Levine Co. ....	9:00 A.M. ....	530 7th (21 Fl)	LA. 4-0237
Rudolf Gowns ....	10:30 A.M. ....	530 7th (12 Fl)	WI. 7-6865
Herbert Sondheim, Inc. ....	10:30 A.M. ....	530 7th (20 Fl)	LA. 4-7540
A. Goodman & Co., Inc. ....	11:30 A.M. ....	530 7th (17 Fl)	WI. 7-4076
Jobere, Inc. ....	11:45 A.M. ....	530 7th (30 Fl)	PE. 6-1938
Harvey Berin, Ltd. ....	1:00 P.M. ....	530 7th ( 7 Fl)	PE. 6-0206
Wm. Fox-Visioni Corp. ....	1:00 P.M. ....	498 7th (18 Fl)	CH. 4-2659
Hannah Troy, Inc. ....	1:00 P.M. ....	530 7th ( 2 Fl)	LO. 3-0988
David E. Gottlieb, Inc. ....	1:15 P.M. ....	530 7th ( 4 Fl)	LO. 5-2727
Grabois ....	1:15 P.M. ....	498 7th ( 5 Fl)	CH. 4-2767
Nat Kaplan, Inc. ....	1:15 P.M. ....	498 7th (21 Fl)	LO. 5-4115
Branell ....	2:30 P.M. ....	530 7th (27 Fl)	PE. 6-6983
Harmay ....	4:00 P.M. ....	498 7th (22 Fl)	PE. 6-5547
Rosalie Macrini, Inc. ....	4:00 P.M. ....	550 7th (11 Fl)	CH. 4-2655
Ben Barrack, Inc. ....	Continuous daily ....	498 7th ( 7 Fl)	LO. 4-3923
Grobe Originals, Inc. ....	Continuous daily ....	498 7th (16 Fl)	BR. 9-8394
Martin Simon, Inc. ....	Continuous daily ....	498 7th ( 7 Fl)	LA. 4-2877

Monday May 25 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION By invitation. <u>Trade showings beginning Tuesday, May 26 at 2:30 P.M.</u> Contact: PE. 6-6983. Publicity: Eleanor Lambert, MU. 8-2130.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 25 3:00 P.M.	PREVIEW: FALL COUTURE COLLECTION Fall suits, daytime and evening dresses, made in Hong Kong and designed by Helen Clark Roberts. By invitation. Thereafter by appointment. Contact: Mimi Aleinikoff or Lucille Haley, OR. 7-4938.	ARAMINTA ORIGINALS (PITTSBURGH, PA.)	SHERATON-McALPIN HOTEL ROOM 300
Monday May 25 4:00 P.M. Cocktails	FALL JUNIOR COAT & SUIT COLLECTION Press preview of Fall junior collection, designed by John Anthony. By invitation. Thereafter at showroom. Publ.: Margaret Hodge, PL. 5-7630.	DEVONBROOK LTD. (1400 BROADWAY)	"500 CLUB" 500 SEVENTH AVENUE
Monday May 25 4:00 P.M.	PRESS PREVIEW OF FALL FASHIONS By invitation. Thereafter at 1:00 P.M., May 26, 27, 28, 29, June 1, 2, 3, 4, 9, 10, 11. Publicity: Marie Shapiro, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Monday May 25	OPENING OF FALL COLLECTION Continuous informal showings for press and buyers. Contact: Donna Quinn, IA. 4-8170. Publicity: Alfred Davidson Associates, PL. 5-0868.	DOROTHY O'HARA OF CALIFORNIA	488 SEVENTH AVENUE SHOWROOM - SUITE 509
Tuesday May 26 9:00 A.M. Coffee	PREVIEW: FALL COAT & SUIT COLLECTION William Devitz will present his Fall coat and suit originals, designed by Nichi Giglio for press and buyers. By invitation. Showing daily thereafter at 10:30 A.M. By appointment. Publicity: Julia Berren, WI. 7-4717.	WILLIAM DEVITZ & CO.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Tuesday May 26 9:00 A.M.	OPENING OF FALL COLLECTION Thereafter at 2:30 P.M. Contact: Miss Fritzi, IA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday May 26 11:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Seymour Fox will present his Fall collection of coats and suits to the press. by invitation. Thereafter showings on June 2, 9, 10, 16 at 10:30 A.M. By appointment. Publicity: Sally McDonald, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 26 3:30 P.M.	PREVIEW: ANNE FOGARTY'S FALL SPORTSWEAR Anne Fogarty's second sportswear collection, sizes 6 to 14. by invitation. Continuous thereafter. Contact: Clare Van Syckle, WI. 7-2284.	ANNE FOGARTY SPORTS EDITIONS	1410 BROADWAY SHOWROOM - 15TH FLOOR
Tuesday May 26 4:00 P.M.	OPENING OF FALL DRESS COLLECTION Showings May 26, 27, 28 at 4:00 P.M. By appointment. Contact: CH. 4-2617.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday May 26 5:00 P.M. And On	PREMIERE PRESENTATION OF SPORTS COLLECTION Hannah Troy's premiere presentation of her Fall sports collection at new showroom. By invitation. Publicity: Marie Shapiro, LO. 3-0988.	HANNAH TROY SPORTS LTD.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Tuesday May 26	PETITE AND MISSES FALL COLLECTION "Back To Easy Living"--showing the Fall collections of Petti-4's casual wear for the petite miss; and "Terry Rogers" misses sizes. <u>Before May 26 by appointment only.</u> Contact: CH. 4-3558.	GROSS SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR



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Wednesday May 27 9:00 A.M. Breakfast	PREVIEW OF FALL LINGERIE COLLECTION Fall lingerie collection, designed by Eve Stillman, showing 9:30, for press. Resident buyers, 12:30 luncheon, showing 1:00 P.M. By invitation. Beginning June 2, continuous. Contact: Muriel L. Uebel, MU. 6-3470.	EVE STILLMAN (GRACETTE)	102 MADISON AVENUE SHOWROOM - 2ND FLOOR
Wednesday May 27 9:15 A.M. Breakfast	PREVIEW OF PANTS & COORDINATED TOPS Fall collection of coordinated pants, shirts, sweaters by Lynn and George Stuart. By invitation and reservation. Contact: IA. 4-5850. Publicity: Pauline Greene at Charles J. Charney, 101 West 55th Street, PL. 7-0955.	MISTER PANTS (151 WEST 40TH STREET)	1407 CLUB 1407 BROADWAY
Wednesday May 27 10:30 A.M.	OPENING: FALL COAT & SUIT COLLECTION Arthur Jablow will present his coat, suit and costume collection for Fall. Opening by reservation. Daily thereafter at 10:30 A.M. Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 27 10:30 A.M.	PRESS PREVIEW OF FALL DRESSES Preview for the press and resident buyers of Edward Abbott's Fall dress collection, designed by Wilson Folmar. By invitation. Trade, May 28, June 1, 2, 3, 4, 5, 8, 9, 10, 11 at 10:30. Contact: Bill Laird, IA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday May 27 12:00 Noon- 3:00 P.M. Buffet	PREVIEW: HAIR TINT FOR MAGAZINE EDITORS "Crowning Color"..Helena Rubinstein's new cream home hair tint will be introduced to magazine editors, at a buffet luncheon. By invitation only. Publicity: Amy Blaisdell, EL. 5-2100.	HELENA RUBINSTEIN	625 PARK AVENUE (MME. RUBINSTEIN'S APT.)
Wednesday May 27 2:30 P.M.	PREVIEW OF FALL SUITS By invitation. Trade, June 1. Publ.: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday May 27 2:30 P.M.	PREVIEW: FALL-WINTER RAINWEAR COLLECTION Fall-Winter rainwear collection, designed by Peter Conte. By invitation. Continuous daily thereafter. Contact: Irving Babbit, FE. 6-0494.	MILNER COMPANY	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 27 3:30 P.M.	PRESS PREVIEW OF FALL DRESSES Fall collection, designed by Belle and Will Saunders. By invitation. Daily thereafter at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 27 4:00 P.M. Cocktails	PRESS PREVIEW: FALL COAT & SUIT COLLECTION Fall-Winter coats, suits and ensembles to press, buying offices, fashion coordinators. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7872.	MURRAY NIEMAN (252 WEST 38TH STREET)	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday May 27 4:00 P.M. Cocktails	PREMIERE PREVIEW OF FALL COLLECTION Sportswear, separates and dresses, designed by Sylvia de Gay, at new showroom. For press and buyers, by invitation. Continuous daily thereafter. Contact: CH. 4-2659. Publicity: Noel Love, PL. 5-7630.	ROBERT SLOAN, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 27 4:00 P.M.- 7:00 P.M.	POND'S PRESS PREVIEW Chesebrough-Pond's will be host to the beauty press at a reception previewing new products and packaging for the entire Pond's line. By invitation. Contact: Gina Kohrman at J. Walter Thompson Co., MU. 6-7000.	CHESEBROUGH-POND'S INC.	CHRYSLER BUILDING THE CLOUD CLUB
Thursday May 28 9:30 A.M. Breakfast	PREVIEW OF FASHIONS FOR FALL Mignon will present their Fall collection to the press and resident buyers. Showing at 10:00 A.M. By invitation. <u>Trade showing beginning June 1, at 11:30 A.M. daily.</u> Contact: Marcella Wolfe or Vincent Mignon, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday May 28 11:00 A.M.	PRESS PREVIEW: FALL COAT & SUIT COLLECTION Preview for press and buyers of Frank Gallant's Fall collection of coats and suits. By invitation. <u>Trade showings at 9:30 A.M., Tues., Wed., Thurs., beginning June 2.</u> Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday May 28 12:30 P.M. Luncheon	PREVIEW OF FALL COLLECTION Showing of sportswear and dress collection for Fall. By invitation. Daily thereafter at 11:30 A.M. Publicity: Maxwell-Gray, PL. 3-5556.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday May 28 2:30 P.M.	PRESS PREVIEW OF FALL DRESSES By invitation. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 28 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION By invitation. Thereafter June 2, 3, 4, 5, 8, 9, 10, 11 at 10:30 A.M. Contact: Sylvia Greer, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Thursday May 28 3:30 P.M.	PREVIEW OF FALL DRESS COLLECTION Max Lawrence and Marty Goldberg will present their Fall collection of dresses, designed by Claire Newman. By invitation. Publicity: Helene Towers, MU. 3-6955.	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday May 28 4:00 P.M.	PREVIEW: FALL-WINTER RAINWEAR COLLECTION Fall and Winter collection of rainwear and storm coats, designed by Gene Loyd. By invitation. <u>Beginning Wed., June 3, daily showings at 11:00 A.M., 2:00 P.M., 4:00 P.M.</u> Contact: Susan Rains, LA. 4-9800. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.	MAIN STREET FASHIONS	500 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday May 28 4:00 P.M.	PREVIEW OF FALL COLLECTION Arnold & Fox will present their Fall collection, designed by Charles Howard and Ted Shore. For press and buyers, by invitation. <u>Trade showing June 3, 4, 9, 10 at 4:00 P.M.</u> Contact: Bob Kramer, CH. 4-3914.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday May 28 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF FALL COCKTAIL FASHIONS Designed by Helena Barbieri. By invitation. Thereafter June 2, 3, 4, 9, 10, 11, 16, 17, 18 at 9:30 A.M. at showroom. Contact: CH. 4-3169.	MODERN COUTURE, INC.	SAVOY-HILTON HOTEL SAVOY ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 29 10:30 A.M.; 11:30 A.M.	PREVIEW OF FALL DRESS COLLECTION Leonard Arkin's Fall collection at 10:30; Andrew Arkin's at 11:30, followed by luncheon, opening day only, for press and buyers. By invitation. Same times daily thereafter.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday June 1 11:45 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Showings daily at 11:45 A.M. Contact: Jerry Matlick, BR. 9-5100.	ZELINKA MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday June 1 12:00 Noon Luncheon	PREVIEW OF FALL COLLECTION Harou will preview their Fall collection for press and buyers. By invitation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.	HAROU, INC. (CALIFORNIA)	HOTEL PLAZA TERRACE ROOM
Beginning Monday June 1 1:00 P.M.	OPENING OF FALL DRESS COLLECTION Showings at 1:00 P.M., June 1, 2, 3, 4, 9, 10, 11, 16, 17 and 23. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday June 1 2:00 P.M.	OPENING: FALL FOUNDATION COLLECTION By invitation. June 2 and 3 at 10:00 and 2:00. June 4, 5 at 10:00. June 8 and 9 at 9:30, 11:00, 2:00 and 3:30. June 10 at 9:30, 11:00 and 2:00. June 11 at 10:00 and 2:00. Reservations--Kay Keniry; and Publicity, Marian Sherwood, MU. 5-5740.	WARNER'S	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
Monday June 1 2:30 P.M.	OPENING OF FALL COLLECTION Fall showing of daytime fashions designed by Vera Stewart. Daily thereafter at 2:30 P.M. By appointment. Contact: LA. 4-6691.	ZOLTAN ROSENBERG, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Monday June 1 2:30 P.M.	PREVIEW OF FALL JUNIOR DRESSES For press, resident buyers and fashion coordinators, by invitation. Publicity: Terry Mayer, BR. 9-6560. ( <u>Note Change of Date</u> )	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday June 1 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Trade showings at 2:30 P.M., June 2, 3, 4, 9, 10, 11, 16, 17. By appointment. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday June 1 4:00 P.M.	PREMIERE SHOWING AND GRAND OPENING Preview of the first Fall collection of dresses and costumes, designed by Violet Feigin for Junior Accent. By invitation. Trade showings at 4:00 P.M., June 2, 3, 4, 8, 9, 10, 11. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday June 1 4:30 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Trade at 10:30 A.M. Contact: Estelle Marr, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Monday June 1	OPENING OF FALL COAT COLLECTION Fall fur-trimmed and untrimmed casual coats. Contact: Abe Betron, LO. 4-6886.	BAITCH & CASTALDI	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 1	OPENING OF FALL COAT COLLECTION Daily showings. Press invited. Contact: Alan Baron, FE. 6-8867.	BRITTANY (HENRY FRIEDRICKS)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Monday June 1- June 30	FALL '59 FASHION PREVIEW Fall fashions from August "Young Tycoon" and September "Back To Business" issues. Complete ready-to-wear, color and fabric forecast will be presented, also fashion merchandise, promotion and display opportunities. For store groups and buying offices, by appointment only. Contact: Edith Loss, Charm Showroom Director: PL. 9-2080	CHARM MAGAZINE	575 MADISON AVENUE SHOWROOM - 7TH FLOOR
Tuesday June 2 9:00 A.M. Breakfast	PRESS PREVIEW: FALL SPORTSWEAR COLLECTION Sportswear, separates and dresses, designed by Pembroke Squires. By invitation. Thereafter at showroom. Publ.: Margaret Hodge, PL. 6-7630.	CABANA BEACHWEAR CO. (1407 BROADWAY)	"500 CLUB" 500 SEVENTH AVENUE
Tuesday June 2 10:00 A.M.	OPENING OF FALL COLLECTION By invitation. Showings at 10:00 A.M., June 2, 3, 4, 9, 11, 16 and 18. By invitation and reservation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday June 2 10:00 A.M.	OPENING OF FALL COLLECTION Showing Tues., Wed., Thurs. at 10:00 A.M. Contact: CH. 4-1542.	BEN REIG, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday June 2 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Preview for press of the Christian Dior-N.Y. Fall collection at 10:30 A.M. Buyer showings at 2:30 P.M., June 2, 3, 9, 10 and 16. By invitation. Contact: Lee Preis, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION Showing of Lloyd Weill's collection. Contact: Eleanor Rose, LO. 5-3041.	LLOYD WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday June 2 10:30 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Thereafter by appointment. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Tuesday June 2 11:00 A.M.; 2:00 P.M.; 3:00 P.M.	OPENING OF THREE FALL COLLECTIONS Showings, June 2, 3, 4, 9, 10, 11--Arkay Junior Frocks at 11:00 A.M.; Rappi, Inc. at 2:00 P.M. (also June 8); Jeane Scott by Margot at 3:00 P.M. Contact: Norman Flatow, LO. 5-2626.	MARGOT, INC.; ARKAY; & RAPPI	498 SEVENTH AVENUE SHOWROOMS - 19 & 20
Tuesday June 2 11:30 A.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview for press of coats and suits. By invitation. Trade 10:30 A.M., June 4, 9, 10, 11, 16, 17, 18. By appointment. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday June 2 12:00 Noon	OPENING OF FALL JUNIOR COLLECTION Fall Junior dresses and separates, June 2, 3, 4, 9, 10, 11 at 12:00 Noon. By reservation. Contact: Audrey Brock, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 2 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have A Good Day"--showings at 12:00 Noon, followed by luncheon, June 2, 3, 4, 9, 10, 11, 16, 17 and 18. By invitation only. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Tuesday June 2 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION Press preview of Vera Maxwell's Fall collection, followed by luncheon. Preview for resident buyers at 4:00 P.M. By invitation. Trade showings thereafter, except Mon., and Fri., at 12:00 Noon, followed by lunch. Publicity: Virginia Dickson, IO. 3-4358	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Tuesday June 2 12:30 P.M. Luncheon	TWENTY-SECOND ANNUAL GRADUATION LUNCHEON Certificates will be received by 102 new recruits for fashion. Awards to distinguished alumnae. By invitation. Contact: Betty Levine, TR. 9-4644. Publicity: Fredy Schey at Constance Hope, PL. 7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Tuesday June 2 1:15 P.M.	OPENING OF FALL COLLECTION Showing June 2, 3, 4, 9, 10, 11, 16, 17, 18 at 1:15 P.M. By appointment. Contact: Kay McGowan, IO. 5-6453. Publicity: Amelia Cram at Alfred Davidson Assoc., PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday June 2 3:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Fall junior dresses and ensembles, designed by Miss Barry Burr, showing daily at 3:00 P.M. Contact: Demi Daniels, IO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday June 2 3:30 P.M.	23RD ANNUAL COLLEGE CLINIC Back-To-School fashions from Mademoiselle's August college issue. <u>Show at 4:00 P.M.</u> Tickets: \$7.50; by invitation only, for official tie-in stores, and their buying offices, advertising agencies, fabric houses. Contact: Mrs. Frances Ashmore, PL. 9-2080.	MADMOISELLE MAGAZINE (575 MADISON AVENUE)	WALDORF-ASTORIA BALLROOM
Tuesday June 2 3:30 P.M.	PREVIEW OF FALL PETITE FASHIONS By invitation. Trade showings daily thereafter at 3:30 P.M. Publicity: Betty Yarmon, IO. 4-6874.	MORT SCHRADER (JEUNES PETITES)	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday June 2 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Luis Estevez will present his Fall collection to the press. By invitation. Daily thereafter at 12:00 Noon, in showroom. By appointment. Contact: IO. 4-6337.	LUIS ESTEVEZ, INC. (550 SEVENTH AVENUE)	SHERATON-EAST HOTEL DIPLOMAT SUITE
Tuesday June 2 4:00 P.M.	OPENING OF FALL COLLECTION Showing of Fall dresses, suits and costumes, daily at 4:00 P.M. By reservation. Contact: PE. 6-5547. Publicity: Pauline Greene at Charles J. Charney, 101 West 55th Street, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday June 2 5:00 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Thereafter at 2:30 P.M. Contact: IA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR



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Tuesday June 2 5:00 P.M. Cocktails	PREVIEW OF FALL JUNIOR FASHIONS Preview of Fall junior dresses, designed by Betty Carol. By invitation. Thereafter in showroom at 2:00 P.M., June 3, 4, 8, 9 and 10. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'ELLE DRESS INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday June 2 5:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Richard Cole's Fall collection at new showroom. By invitation. Thereafter June 9 and 10 at 4:00 P.M., by appointment. Contact: Miss Buddy, OX. 5-4760.	RICHARD COLE, INC.	498 SEVENTH AVENUE 36TH ST. SIDE (20TH FL.)
Tuesday June 2 7:45 P.M. Dinner	SPORTS ILLUSTRATED DESIGN AWARDS DINNER Fourth Annual dinner honoring nominees and winners of the 1959 Sports Illustrated Design Awards, presented by "Sports Illustrated" Magazine. By invitation. Contact: Eleanor Montville, JU. 6-1212.	SPORTS ILLUSTRATED MAGAZINE	ST. REGIS HOTEL ROOF AND PENTHOUSE
Beginning Tuesday June 2	SHOWING OF JUNIOR DRESS COLLECTION Continuous daily showing of junior Transitional and Fall collection. Contact: Lou Gordon, LO. 5-0296.	JOE WHITE, INC.	1400 BROADWAY SHOWROOM - 19TH FLOOR
Wednesday June 3 9:00 A.M. Breakfast	PRESS PREVIEW: FALL SPORTSWEAR COLLECTION Showing of sportswear, separates, knitwear and dresses, designed by Greta Platty. By invitation. Continuous daily showings thereafter. Contact: FE. 6-8680.	PLATTRY COUNTRY WEAR CORP.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday June 3 12:00 Noon Luncheon	PREVIEW OF FALL COLLECTION Designed by Sylvan Rich, for press and buyers. By invitation. <u>Trade</u> showings beginning June 4, 9, 10 and 11 at 10:30. By appointment. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday June 3 12:30 P.M. Luncheon	PREVIEW OF FALL COLLECTION Fall collection of haute couture knitted dresses, suits, coats and integrates from Tricosa of Paris. By invitation. Publicity: Sue Gardner at Press Release, Empire State Building, CH. 4-7444.	FEDER FASHIONS (1410 BROADWAY)	HOTEL ASTOR EAST BALLROOM
Wednesday June 3 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION The Jerry Parnis Fall dress collection for press and buyers. By invitation. Thereafter at 2:30 P.M. Publ.: Helen O. Borger, LE. 5-9574.	JERRY PARNIS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday June 3 2:30 P.M.	OPENING OF FALL DRESSES AND SEPARATES Daily thereafter at 2:30 P.M. except Fridays. Contact: Kay Farmer, WI. 7-0132.	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Wednesday June 3 3:30 P.M.	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. Promotion exhibit open 3:30 P.M., showing promptly at 4:30 P.M. By invitation only, for retail stores. Tickets: \$7.00. Contact: Kay Corinth, FL. 9-8100.	SEVENTEEN MAGAZINE (488 MADISON AVENUE)	WALDORF-ASTORIA BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 3 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION For press and buying offices. By invitation. Beginning June 9, continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
Wednesday June 3 3:45 P.M.	FALL COCKTAIL AND EVENING FASHIONS Sam Friedlander will present only cocktail and evening fashions--June 3, 4, 8, 9, 10, 11 at 3:45 P.M. Contact: FE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Wednesday June 3 4:00 P.M.	DONALD BROOKS COLLECTION FOR TOWNLEY The press will be invited to preview the premiere Fall collection, designed by Donald Brooks for Townley. By invitation. Daily thereafter at 4:00 P.M., by reservation. Contact: Peggy Hopkins, IO. 4-2155.	TOWNLEY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday June 3 5:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Montego will preview their Fall collection of dresses and ensembles, designed by Mario Forte. By invitation. Continuous daily thereafter at showroom. Contact: CH. 4-8520. Publicity: Vera Bacal, PL. 3-8421.	MONTIGO ORIGINALS, INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Wednesday June 3 5:15 P.M.	PRESS PREVIEW OF FALL COLLECTION Burke-Amey will present their Fall collection of daytime, cocktail and evening fashions, designed by Ronald Amey, for press and buyers. ( <u>Note Change Of Place</u> ). By invitation. Publicity: Maxwell-Gray, PL. 3-5556.	BURKE-AMEY	16 WEST 57TH STREET SALON
Wednesday June 3 5:30 P.M. Cocktails	THIRD ANNUAL COLLEGE FASHION SHOW "Ten Best Dressed College Girls in America"-- <u>fashion show at 6:30 P.M.</u> For retailers, by invitation. Contact: Angeline Dougherty, IE. 2-7500.	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	HOTEL BILTMORE GRAND BALLROOM
Thursday June 4 9:30 A.M. Breakfast	PRESS PREVIEW: NEW MINK COLLECTION Press preview of fur designs by Andre Sauzaie, Parisian fur couturier for "Richard Scott", Coopchik-Forrest, Inc.; showing at 10:00 A.M. Publicity: Ruth Notkins at Alan W. Bell Co., 437 Fifth Ave., MU 4-4705.	ANDRE SAUZAIE FOR COOPCHIK-FORREST, INC.	333 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday June 4 10:00 A.M. Breakfast	PREVIEW: FALL ITALIAN COLLECTIONS Showing of sportswear, daytime and evening couture collection by Fontana of Rome; hand loomed, hand woven Italian fabrics in casual sportswear, by Tessitrice dell' Isola. By invitation. Publicity: Rosemary Sheehan, MU 5-1280.	FONTANA OF ROME; TESSITRICE DELL' ISOLA	HOTEL PLAZA WHITE & GOLD SUITE
Thursday June 4 11:00 A.M.	PREVIEW: FALL DRESSES AND COSTUMES Fall junior dresses and costumes by Joan Leslie. By invitation. Continuous daily thereafter. Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU" BY JOAN LESLIE	1400 BROADWAY SHOWROOM - 16TH FLOOR
Thursday June 4 12:00 Noon	OPENING OF FALL COUTURE COLLECTION Showing of daytime and evening couture collection at 12:00 Noon daily. By appointment. Contact: Alice Rosenstein, CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR